



## EAGLETON INSTITUTE OF POLITICS

— EAGLETON CENTER FOR PUBLIC INTEREST POLLING —

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### **EAGLETON STUDY FINDS INCREASES IN CUSTOMER SATISFACTION WITH THE NEW JERSEY MOTOR VEHICLE COMMISSION**

#### **Customers cite shorter wait times, MVC staff performance**

NEW BRUNSWICK/PISCATAWAY, N.J. – Customer satisfaction with the New Jersey Motor Vehicle Commission (MVC) has shown significant improvement in the past two years, according to a study released today by the Eagleton Center for Public Interest Polling at Rutgers, The State University of New Jersey.

The results were part of the 2005 MVC Key Stakeholder Study of individual and business customers, as well as MVC employees. Eagleton performed the research under a \$185,477 contract with the state agency.

Individual and business customers reported higher levels of satisfaction with the MVC in surveys and focus groups that Eagleton conducted this spring and summer compared to a previous study Eagleton conducted in 2003.

When asked to rate the agency on a scale from zero to 10, with 10 representing the highest level of satisfaction, 60 percent of individual customers gave an answer of seven or higher, compared to 55 percent two years ago.

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The median time that individual customers reported waiting in line dropped by half, from 20 minutes in 2003 to 10 minutes in 2005. Also, 63 percent of individuals said that the MVC's hours of operation were very convenient, up from 51 percent two years ago.

Business customers, including used car dealers, bus companies and driving schools, also reported higher levels of satisfaction. On a scale of zero to 10, with 10 representing the highest level of satisfaction, 73 percent rated the MVC at seven or higher, up 12 percentage points from 2003. Also, the median time spent waiting in line dropped slightly for business customers, from 10 minutes in 2003 to seven minutes in 2005.

Both individual and business customers also identified areas in need of improvement. The foremost concern was the need for consistent levels of service in the agency's offices across the state. Also, customers expressed confusion over the name of the agency, with 60 percent of individual customers saying they had never heard of the Motor Vehicle Commission. MVC's former name, the Division of Motor Vehicles, was much more widely recognized by customers.

"The study results show that the MVC's attempts to improve customer service are having a positive effect on customer perceptions," said Tim Vercellotti, assistant director of the Eagleton Center for Public Interest Polling and a principal investigator on the study. "But the agency still has work to do in terms of its brand identification."

The Eagleton Center for Public Interest Polling also surveyed MVC employees to measure satisfaction in the workplace.

Seventy percent of employees said they were very satisfied or satisfied with their jobs, 77 percent rated their benefits as very good or good, and 70 percent strongly agreed or agreed that their workload is reasonable.

Only 35 percent rated their pay as very good or good, and 41 percent disagreed or strongly disagreed with the statement that promotions in their work unit were based on merit.

"The results show that there is a high degree of general job satisfaction among MVC employees," Vercellotti said. "But the study also turned up areas of concern in terms of pay and promotions."

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The Eagleton Center for Public Interest Polling conducted six focus groups with individual and business customers across the state in May, as well as three surveys:

- A random-digit-dial telephone survey with 1,000 individual customers in July
- A telephone survey of 500 business customers selected at random using a list of customers provided by the MVC
- A confidential survey via the web and mail with 1,121 MVC employees in July and August.

The center previously surveyed individual and business customers under a contract with the MVC in 2003. Researchers from the center briefed MVC administrators on the 2005 study Oct. 3, and will submit a final report to the agency Oct. 28.

The study also found:

- 79 percent of individual customers said employees were very efficient, up 15 percentage points from 2003.
- 76 percent of individual customers said employees were very courteous, up 12 percentage points from 2003.
- 77 percent of individual customers said employees were very helpful, up 12 percentage points from 2003.
- 68 percent of business customers reported that they were able to complete transactions with the MVC in 10 minutes or less, compared to 48 percent in 2003.
- 78 percent of businesses said MVC office hours were very convenient, up from 60 percent in 2003.
- 84 percent of MVC employees strongly agreed or agreed with the statement, “I like my work.”
- 62 percent of MVC employees strongly agreed or agreed with the statement, “I hold my organization’s leaders in high regard.”

The Eagleton Center for Public Interest Polling, part of the Eagleton Institute of Politics at Rutgers, was established in 1971 with the primary mission of serving the state of New Jersey. One of the first and most respected academic-based state survey research organizations in the country, the center continues to focus its efforts on public policy research and education.